

What is Claimed:

1. A repositionable label comprising:
 - (a) a backing having two major surfaces and
 - (b) a layer of repositionable non-pressure sensitive adhesive comprising a thermoplastic block copolymer elastomer coated onto at least one major surface of the backing, wherein the adhesive has a storage modulus at room temperature greater than 3×10^5 Pascals.
2. The repositionable label according to claim 1 wherein the block copolymer has styrene block
3. The repositionable label according to claim 2 wherein the block copolymer has 10% to 30% styrene block
4. The repositionable label according to claim 1 wherein the adhesion of the repositionable non-pressure sensitive adhesive is greater than 3 oz/inch on a targeted surface and is less than 3 oz/inch on an undesired surface.
5. The repositionable label according to claim 4 wherein the adhesion to the targeted surfaces is in the range 5 - 40 ounce/inch.
6. The repositionable label according to claim 5 wherein the targeted surfaces include but are not limited to polycarbonate, polyvinyl chloride, polyester, or glass.
7. The repositionable label according to claim 6 wherein the target surface is the surface of non-reading side of an optical recording media.
8. The repositionable label according to claim 1 wherein the backing is a polyester film, polyolefin film, paper, coated paper, metallized film, foil, non-wovens and cardstock.

9. The repositionable label according to claim 4 wherein the undesired surfaces comprises skin and paper.

10. The repositionable label according to claim 4 wherein the adhesive 5 has an adhesion range of 3 to 40 oz/inch when adhered to the non-read/write surface of an optical recording medium and an adhesion of less than 8 oz/inch when adhered to standard white paper having a standard weight of 20/50 lbs.

11. The repositionable label according to claim 4 wherein the adhesion 10 range on a disc surface is 5–10 oz/inch and preferred adhesion range on paper and skin is less than 1 oz/inch.

12. A repositionable optical disc label comprising a backing and a layer 15 of non-pressure sensitive adhesive comprising a thermoplastic block copolymer elastomer on the backing, wherein the adhesive has a storage modulus at room temperature greater than 3×10^5 Pascals.

13. A repositionable label comprising:
20 (a) a backing having a first major surface and a second major surface opposite the first major surface,
(b) an ink receptive coating coated onto the first major surface, and
(c) a repositionable non-pressure sensitive adhesive coated onto the second major surface,
wherein the printable label can be adhered and removed from the non-read/write 25 surface of an optical recording medium.

14. The repositionable label according to claim 13 wherein the backing is a polyester film, polyolefin film, paper, coated paper, metallized film, foil, non-wovens and cardstock.

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15. In combination,

(a) an optical recording medium having a first major surface and a second major surface opposite the first major surface, the first major surface is the read/write surface and the second major surface is the non-read/write surface; and

5 (b) a printed label having a first major surface and a second major surface opposite the first major surface, the first major surface having an ink receptive layer printed with alphanumerics, graphics or a combination thereof onto the ink receptive layer and the second major surface having a layer of repositionable non-pressure sensitive adhesive.

10 16. The combination according to claim 15 wherein the repositionable non-pressure sensitive adhesive is a low tack adhesive and has an adhesion range in the range of 3 to 40 oz/inch on targeted surfaces.

15 17. The combination according to claim 15 wherein the low tack adhesive has an adhesion range of less than 8 oz/inch when adhered to standard white paper having a standard weight of 20/50 lbs.

20 19. The repositionable label according to claim 15 wherein the backing is a polyester film, polyolefin film, paper, coated paper, metallized film, foil, non-wovens and cardstock